Persona #1

A person smiling with red hair and freckles

Description automatically generated

* Maria
* 24/f
* Barista
* Moderate Computer Skills
* Looking to book a cleaning and walking appointments
* USED MOST: Service booking
* NOT COMMONLY USED: Pet care articles
* Income: $36k
* Astrology Enthusiast
* Primary mobile use
* Physically active
* Owns an active large dog
* Limited time, needs reliable scheduling
* Preferred Contact method: Text

Persona #2

A person with his arms crossed

Description automatically generated

* Thomas
* 38/m
* Marketing Director
* Advanced Computer Skills
* Looking for a one stop for accessories & services
* USED MOST: Beginner's guides and care tips
* NOT COMMONLY USED: Online Shopping
* Income: $62k
* Mobile and Desktop use
* Preferred Contact method: Email & Call
* Owns a small dog and looking to adopt
* Hoping to adopt a new dog

Persona #3



* Christopher
* 48/m
* Landscaper
* NOT COMMONLY USED: Online shopping
* USED MOST: Contact information for in-store visits
* Income: $82k
* Basic Computer Skills
* Household cat
* Preferred Contact method: Phone call
* Uncomfortable with tech
* Personalized assistance
* Hates inconsistent online experiences